Google Cloud Cortex Framework

Unlock the full potential of your enterprise data and elevate your AI strategy.

Google Cloud Cortex Framework is a trusted enterprise data grounding service for AI, offering easy-to-deploy content for simplified data connectivity, processing, and modeling of enterprise data that empowers customers to build a modern data foundation for enhanced AI and agentic experiences with less time, risk, complexity, and cost.

Make data your competitive advantage

Gain a holistic view of your business by unifying enterprise data in a robust, scalable foundation in BigQuery.

Jumpstart business insights & value

Unlock AI insights faster with ready-to-use data models with enriched metadata for enterprise grounding services across data sources.

Elevate your enterprise AI strategy

Optimize your business strategy and outcomes with AI grounded in a trusted enterprise data foundation.

> **"** Google Cloud's generative AI and Cortex have revolutionized our data access, empowering our team with real-time insights and significantly accelerating decision-making across Copel."
>
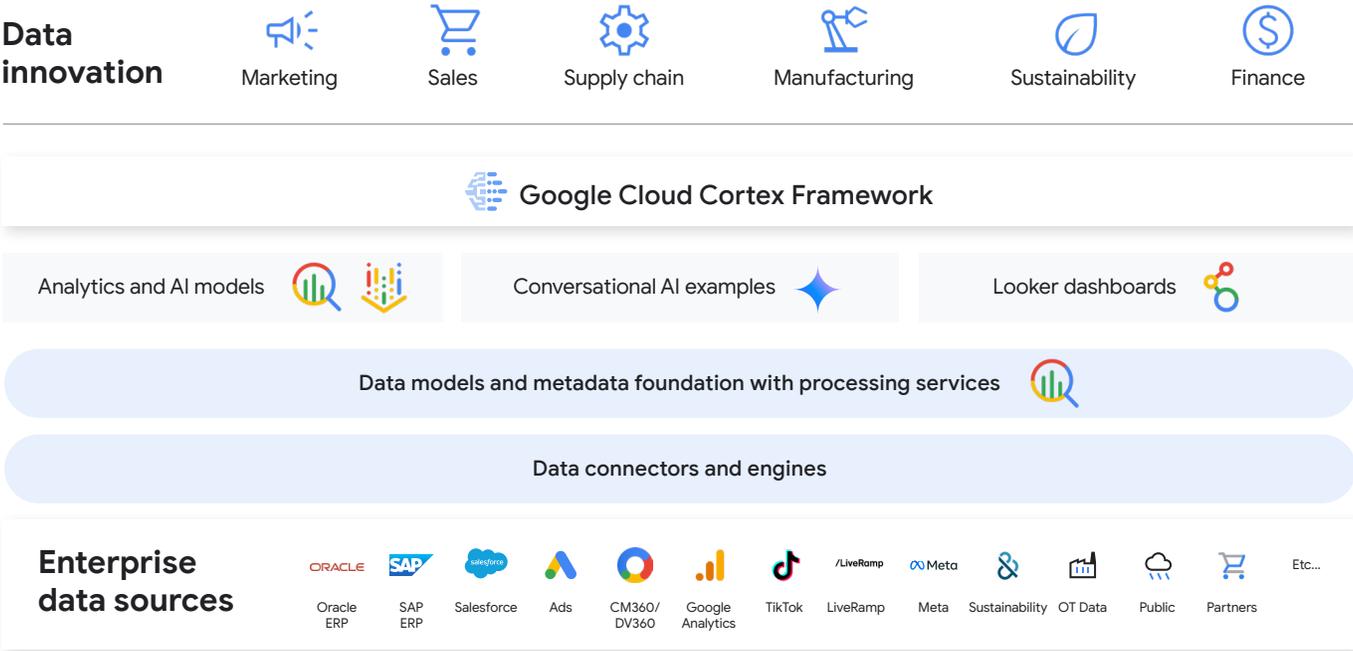> **Mauro Choma,** Solution Architect, Copel

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Get there faster with accurate & reliable business AI grounded in your enterprise data

In today's competitive landscape, businesses are leveraging AI to drive innovation, efficiency, and growth. But, powerful AI relies on high-quality, readily accessible data. The challenge? Your most valuable business data is often trapped in silos, locked in disparate systems and formats, and limited in its effectiveness to fuel AI-driven insights.

That's why we designed Google Cloud Cortex Framework as your enterprise foundation for an AI-powered future. Cortex Framework delivers a data foundation that's ready for AI, allowing you to drive real business insights and value by grounding your AI models with enterprise data across your business. This ensures your AI insights are accurate, reliable, and relevant, maximizing your potential to achieve business outcomes for your organization.

Cortex Framework accelerates your AI journey by providing:
- Cutting-edge AI capabilities and data products that lead to faster business outcomes
- Scalable data foundation to combine and deliver insights from across your enterprise
- Visualizations and semantic models accessible by any BI tool or consuming application
- Predefined data models that deliver industry-standard metrics and KPIs
- Data processing services that annotate and standardize data into an AI-ready format
- Simplified enterprise data source connectivity and integration

Data innovation

| Marketing | Sales | Supply chain | Manufacturing | Sustainability | Finance |

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| Analytics and AI models | Conversational AI examples | Looker dashboards |

Data models and metadata foundation with processing services

Data connectors and engines

Enterprise data sources

| Oracle ERP | SAP ERP | Salesforce | Ads | CM360/DV360 | Google Analytics | TikTok | LiveRamp | Meta | Sustainability | OT Data | Public | Partners | Etc... |

Cortex Framework empowers you to quickly build and deploy powerful enterprise AI agents and analytics solutions grounded in your business data that deliver real impact by driving faster innovation, improved customer experiences, and increased operational efficiency.

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Stop imagining the possibilities for AI and start realizing them today with Google Cloud Cortex Framework.

Marketing

Optimize ROI by understanding the impact of **cross-media campaign performance** on sales. Gain faster insights across campaigns in Google Ads, Google Campaign Manager 360, YouTube, Meta, TikTok, Salesforce Marketing Cloud, etc., and connect them to sales results via **AI-powered product matching.**

Sales

Improve performance and revenue by connecting sales and service insights. **Convert leads to wins faster** with full insights across the sales cycle with data from Salesforce Sales Cloud, SAP ERP, and Oracle ERP and drive **responsive customer service** with improved case management and resolution.

Supply Chain

Drive efficient, resilient operations with end-to-end visibility. **Optimize supply, inventory, and fulfillment** across ERP systems like SAP and Oracle and quickly **adapt to demand changes** with AI-powered planning and forecasting.

Manufacturing

Transform production by connecting IT and OT data, powered by Manufacturing Data Engine seamlessly integrated into Cortex Framework data foundation. **Operate effortlessly** with AI-powered insights grounded in integrated factory floor performance, machine, and production data.

Sustainability

Exceed goals by improving ESG performance. **Prioritize sustainable suppliers** with a 360° view of their performance using SAP ERP and Dun & Bradstreet integrated sources and **get faster, trusted recommendations** with AI-powered supplier insights.

Finance

Drive better results with simplified financial insights to **optimize spend, increase cash flow**, and **ensure solvency** with integrated financial data from SAP and Oracle ERP.

Transform your business data into your most valuable asset and accelerate your journey to becoming an AI-powered enterprise. Get started with Google Cloud Cortex Framework today!

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